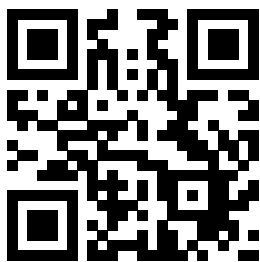
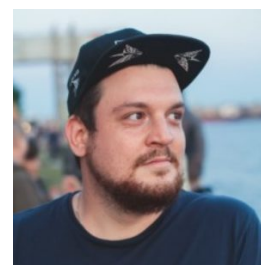


Nikolai Solnyshko — Marketing Executive



⬆ Team Lead
📍 Кипр, Сербия, ОАЭ, Армения, Европа
💰 4 000 - 10 000 USD/MONTH
✉ Контакт: geeklink.io/cv-75222



Навыки

Agile Task Management, Budgeting, Client Relationships, communication, HR, Influencer Marketing, Kanban, Negotiations, Operations, Planning, Presentations, Process Building, sales, Team building, Training.

Опыт работы

• DogeMatic

April 2021 - April 2023 - Chief Operating Officer

Agency providing advertising and media services for the gaming industry.

Management:

- Responsible for 5 departments, each up to 20 team members – around 100 indirect reports in total;
- Launched 2 new departments from scratch – sales and project management – and set up all related processes;
- Hired executive managers and line employees with 95% retention rate;
- Organized internal mentorship and educational programs.

Communication:

- Maintained relationships and cooperated with up to 500 contractors and exclusive agency bloggers (YouTube, Twitch);
- Coordinated work of sales, project, document management and quality control departments.

Marketing & Business:

- Increased the number of anchor clients with approved monthly budgets by 15%;
- In the 2022 crisis, the agency kept the advertisers retention rate at 90% and doubled budgets with 50% of clients;
- In 10 days launched 200+ integrations – all on time and according to client briefs;
- Clients and influencers that I've worked with: Skyeng, Tinkoff, Riot Games, Gaijin Entertainment, Morgenshtern, Honor etc.

Skills: Training · Planning · Budgeting · Kanban · Team Building

• DogeMatic

October 2020 - April 2021 - Head of YouTube Department

Agency providing advertising and media services for the gaming industry.

Management:

- Built a new YouTube department from scratch;
- Created and implemented an employee handbook and a set of job descriptions to optimize the on-boarding process, reducing the adaptation period for new employees from 3 to 1 month.

Communication:

- Signed exclusive contracts with 10 Youtubers with average views from 100,000 to 1,000,000;
- Integrated new tools and management methodologies across all agency's departments.

Marketing & Business:

- Coordinated sales to new and current clients raising ad budgets by 50%;
- Analyzed success of advertising campaigns using CPV, CPC, CAC metrics and presented reports.

Skills: Negotiations · Presentations · Process Building · Sales · Task Management

• WildJam

July 2018 - October 2020 - Account Director

Advertising agency focusing on influencer marketing.

Management:

- Led a team of 12 managers who worked with 200+ YouTube, Instagram and TikTok bloggers;
- Coordinated projects and deadlines across different campaigns and clients;
- Set up communication process in the department, hired and trained new employees.

Marketing & Sales:

- Created a scoring model for screening and selection of target bloggers to increase the efficiency of ad campaigns;
- Conducted monetization tests of blogger audiences using UTM Tracking URLs ;
- Guided tendering process from document preparation to contract signature, having created around 30 tender offers with 50% success rate.

Skills: Operations · HR · Influencer Marketing · Kanban

• WildJam

June 2015 - July 2018 - Account Manager

Advertising agency focusing on influencer marketing.

- Wrote commercial offers and conducted negotiations, with conversion into sales around 80%;
- Developed more than 1000 creative concepts for clients and bloggers;
- Executed 1000+ projects with bloggers from brief to final reports, with 4.8 average Customer Satisfaction Score.

Skills: Client Relationships · Communication · Creative · Bloggers

Образование

• Public Relations

RSHU

2009/2014

Обо мне

I've got 8+ years of management experience and a background in Influencer Marketing and Gaming. For the past few years, I've been working as a COO at an advertising agency, coordinating the work of 5 departments and building 3 of them from scratch.

As part of my job, I've worked with influencers with an audience of several million people (Morgenshtern, Marmok, SlivkiShow, TheBrianMaps, Дима Масленников, Kuplinov ► Play) and collaborated with large international brands (Gaijin Entertainment, Riot Games, AliExpress, Pepsi, Huawei, Honor, Skyeng).

I've had experience hiring and training people, searching for and maintaining relationships with contractors and clients. I've managed projects with budgets of up to \$1.5M a month and launched campaigns that were seen by millions of people around the world.

My core strengths are communication and management, and I'm currently looking to apply them in a new industry or sphere.

As a small hobby, I've also been running a podcast and a Telegram channel about cinema since 2015.